

HOT/COLD PACK DESIGN TASK EVALUATION RUBRIC

Group members : _____

Your name: _____

Teacher's Evaluation Rubric

____/100

Design	/15	<input type="checkbox"/> A physical, packaged, ready- to- use product was apparent <input type="checkbox"/> The design serves the purpose of the product <input type="checkbox"/> End user experience was considered carefully in the design of the product Product met a wide range of criteria: <input type="checkbox"/> aesthetically appealing, and/or <input type="checkbox"/> technologically advanced, and/or <input type="checkbox"/> environmentally friendly
Market research	/10	<input type="checkbox"/> expert opinions were consulted <input type="checkbox"/> consumer preferences were solicited <input type="checkbox"/> An effort was made to reach out to experts and potential consumers beyond the team's classmates. <input type="checkbox"/> Interview questions reflect high level of critical thinking
Methodology	/25	<input type="checkbox"/> Technical information presented clearly (i.e. chemicals, amount, packaging material, weight etc.) <input type="checkbox"/> Procedure was clear and reproducible
Advertising	/20	<input type="checkbox"/> Sale pitch/ad/infomercial helped enhances the desirability of the product <input type="checkbox"/> Type of medium chosen helps enhanced content delivery to the audience <input type="checkbox"/> Information was well organized and easy to follow <input type="checkbox"/> Relevant visuals/text effectively used <input type="checkbox"/> Evidence of authenticity, creativity & time investment in product preparation <input type="checkbox"/> No spelling/grammar errors <input type="checkbox"/> The team was professionally ready on product Expo day <input type="checkbox"/> Presentation was delivered
Division of labour	/6	<input type="checkbox"/> Group was ready for the prototyping day with calculations done and procedure written.
	/24	<input type="checkbox"/> Based on the group evaluations
Overall rating		<input type="checkbox"/> Beyond the call of duty! <input type="checkbox"/> There is room for improvement